

POWDRPAINT

REGISTERED TRADE MARK

A REMARKABLE
DISCOVERY
REDUCES COST OF
PAINTING

75%



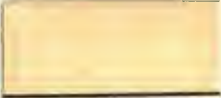
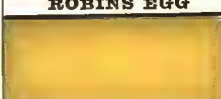
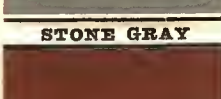
The **PAINT** THAT
MAKES YOU
AN EXPERT
PAINTER
from the Start

A · L · RICE
THE MONEY SAVING PAINT MAN
ADAMS, N. Y.

Powderpaint Colors

ONE COAT ON PAPER

Order by Number, or Name Directly
Beneath the Color Desired

28			35
	CREAM	LIGHT GREEN	
60			43
	ROBINS EGG	LIGHT BLUE	
48			51
	CANARY	SALMON	
56			41
	VAN DYKE DRAB	COLONIAL YEL	
53			55
	ROSE PINK	TAN	
38			45
	BRICK RED	STONE GRAY	
47			57
	LIGHT LEAD	TERRA COTTA	
42			49
	RICH RED	MOSS GREEN	
39			61
	SAGE GREEN	OUTSIDE WHITE	
40			52
	SEAL BROWN	DARK BLUE	

ALSO MADE IN FAST BLACK



Reduces Cost of Painting 75 Per Cent

POWDRPAINT is a new and important discovery in paint making that means thousands of dollars saved to the property owners of this country. And, like everything else that upsets old-time notions and reduces cost of production, people want to know all about it.

These pages tell what Powdrpaint is, what it does, why we claim it is the best and cheapest paint made, and why it is spreading over the country like a great reform wave. It is not only saving buildings from weather decay, factories from excessive cost of light, poultry from the killing effect of lice, and dairies from the ruinous infection of disease germs, but it is saving the time, the money and patience of all who use it.

What Powdrpaint Is

Powdrpaint is composed of the most durable paint pigments, combined with certain cementing and water-proofing compounds, by a special, patented process, and sold in the form of a dry powder.

The ingredients, instead of being held in combination by oil, are united with certain adhesive substances, even stronger than oil, and when mixed with cold water to the consistency of cream, a chemical reaction takes place, resulting in perfectly blended, smooth, fine-spreading paint mixture, possessing all the adhesive and covering properties of oil paint—at but a fraction of the cost.

It adheres with great tenacity to wood, brick, stone, stucco, cement or sand finished plastered walls, wall paper, canvas, plaster board, or over old oil paint that is hard and firm but not glossy.



A 5-lb. pkg makes over a gallon of mixed paint, covering 300 square feet of surface.

The Cement Principle Applied to Paint

You know that Portland cement, when mixed with water, sets and becomes hard and water-proof. Powdrpaint acts in a similar manner. It does



Powdrpaint received the highest award of merit at the Pan-American Exposition, after a thorough trial on model dairy barn.

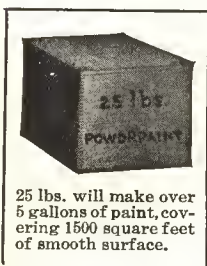
not contain cement, yet in it we have the **cement principle applied to paint**, and in addition to being weather resisting it is adhesive as well. Nor does it depend upon animal glue as a binder,

but when applied it oxidizes in about two hours, forming a hard, durable, fireproof, sunproof, weather-proof, enamel paint, which wears for years on exterior surfaces, while for inside use it will last practically for all time. It can be repainted years hence with Powdrpaint or oil paint, as desired. It is putting cheap oil paints out of business, while for many special uses it is even better than the best oil paint.

In other words, it is a high-grade paint, intended for various outside and inside uses where durability, economy and great fire-resisting qualities are desired. Furthermore, one coat will cover about as well as two coats of oil paint.

Suited to Every Climate

And when you consider that this wonderful paint withstands rain, sun, frost, or any variations of temperature or climate, you have the solid satisfaction of feeling doubly protected.



25 lbs. will make over 5 gallons of paint, covering 1500 square feet of smooth surface.

It is a fine insulator in hot climates or on buildings exposed to the sun's rays, acting as a retardant of heat and protecting the interior against abnormal temperature.

It is not subject to chemical change through the action of gases or acid fumes. For this reason it is largely used around digester rooms of paper mills, where lead paint would be of no use whatever.

Use It Any Time of Year

Powdrpaint sets quickly and can be applied in winter, when you have spare time, provided the surface is dry and you select a warm day when it will not freeze for two hours.

In summer it dries quickly, so that flies do not stick to it as to oil paint.

Durable, Economical and Easy to Apply

Powdrpaint has been used in every state in the Union, as well as in many foreign countries, for more than 20 years, and a very large part of our business today consists of repeat orders from thousands of satisfied customers.

In a separate circular we print a few of the many (unsolicited) complimentary letters from Powdrpaint users. You will note that it is standing the test in all climates and that many have had Powdrpaint on their buildings from three to eight years and speak in the highest terms of it.

Surely a paint that has all these substantial qualities, that saves 75 per cent. in cost, and that any handy man can mix and apply, ought to make every property owner sit up and take notice.

Powdrpaint Is Fireproof

Furthermore, fire will not readily penetrate a wall or ceiling protected by the solid, resisting nature of the cementlike Powdrpaint, nor does it blister from the action of heat. For this reason it is invaluable for painting the outside as well as the inside of factory buildings, stables, barns, warehouses, etc. It affords the best possible paint protection against fire from the burning of an adjoining building or straw pile and on the inside from a carelessly thrown match, overturned lantern or defective electric light wire. Many insurance companies make a reduction in rates on factories and storehouses where Powdrpaint is used. It is the best fire retardent paint known, and is not decomposed or discolored by the action of coal or natural gas.

Death to Vermin

Professional bug killers can go out of business. A building infested with vermin can be made as clean as a home presided over by the most particular of housewives.

Powdrpaint not only destroys the larvae of insect life, but in filling up all breeding places, such as cracks, crevices, nail holes, etc., it saves many times its cost in added comfort and health of horses, cows, poultry and other live stock, as well as those who have charge of them.

Destroys Disease Germs

Powdrpaint is a strong disinfectant, and according to the best authorities on sanitation, actually destroys disease germs. It also possesses active deodorizing properties, yet it is practically odorless and will not taint milk or other food products. This makes it especially desirable for use in cheese factories, milk stations, creameries, stables, basements and poultry houses, as well as for plastered walls and painting in homes, schools, hospitals, theatres, sanitariums and other public buildings.

Much Easier to Mix and Apply

Powdrpaint is much easier to mix and apply than oil paint. See directions on one of the following pages. All of the difficult part is done in the process of manufacture.

Stir up the powder just as you would a pail of bran. No painting experience is required to apply it. You mix up in two minutes whatever is needed for an hour's or a day's work and spread it on without waste. It covers perfectly and presents a subdued velvet finish that is very pleasing.



At the St. Louis and Portland Expositions.

The Vermont and New Hampshire State Buildings.

The Old Constitution House of 1777 and the birthplace of Daniel Webster. Both painted outside and inside with Powdrpaint.

Sold Round the World

Powdrpaint is sold from the Saskatchewan to Brazil, and we are shipping it east to India and west to New Zealand. The sales have increased from a few hundred pounds the first year to nearly 600,000 pounds the past season.

THE USES OF POWDRPAINT

Powdrpaint is too valuable a product and has too many uses where it is even better than the best oil paint, to have any misunderstanding as to its being an all purpose paint. We will, therefore, point out the places where oil paint will give better results, as well as to fully explain the many special uses and advantages of Powdrpaint.

A free sample is gladly sent to anyone on request because we know a careful trial will convince you of the great worth of this remarkable paint better than any word of ours could possibly do. We are pleased to do this, as nearly every property owner finds that he can very profitably use 50 to 100 pounds or more somewhere about his buildings outside or inside, and save 75 per cent. in cost.



50 lbs. will make over 10 gallons paint, covering 3,000 square ft. on smooth surface.

For Old Weatherbeaten Buildings

There are thousands of old weatherbeaten houses, barns, sheds, hog pens, hen houses, etc., throughout the country that never saw a drop of paint, and it is for this class of buildings that Powdrpaint is especially adapted.

Such weatherbeaten surfaces are rough, sun-checked and very porous and are allowed to go unpainted, an eyesore to owner and neighbor alike, because the extra large quantity of oil paint required to cover them makes its use too expensive to be practical.

But not so with Powdrpaint; it has so much body that one coat will fill the cracks and crevices, and smooth up the surfaces more perfectly than two coats of oil paint. **This means that you can keep every part of your property up to the high water mark of prosperity at a cost too small to remember.**

Moreover, nothing suggests thrift and prosperity so much as nicely painted buildings, and no matter how well a house may be kept up and painted it looks cheapened if surrounded by old weatherbeaten barns and sheds. But any building not too old to stand is not too old to brighten up with Powdrpaint. In no other way can a very few dol-

lars be invested that will so greatly improve the appearance of your buildings, beautify your surroundings and actually increase the value of your property.

Of Special Value to Farmers

Aside from its low cost, Powdrpaint endears itself to the farmer because the work of mixing and applying can be done by self and hired man at odd times without paying out a penny for extra help. And there are so many places where Powdrpaint will fill the bill and save 75 cents on the dollar that it will pay every farmer handsomely to study its uses carefully.

Use It Outside and Inside the Barn

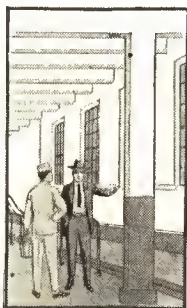
Here Powdrpaint becomes at once the friend of man and beast. The horse and cow stable, box stalls, stanchions, posts and hog house, carriage room, tool house, work room, all should be painted with Powdrpaint.

It will not only make your buildings lighter, cleaner and more sanitary, but will assist greatly in ridding them of flies, spiders and other insect life that so worries the animal and lowers its health and market value. And the fact that a disastrous fire may be nipped in the bud by a wall coated with Powdrpaint puts this wonderful paint among the vital necessities of farming.

The cost is only a trifle but you have added hundreds of dollars to the looks and value of your property.

Ideal for Dairy Barns

The demands of the city and state boards of health for pure milk and pure food, supplied under absolutely sanitary conditions, are becoming more and more drastic. They require that cow stables and dairies where milk is handled shall be painted with a sanitary preparation of some sort and Powdrpaint has proved the best and cheapest paint for the purpose. This works no hardship, as the cost is only a trifle while the results are tenfold in profit to the dairyman.



Even a small cow stable can be made as clean as this metropolitan stable, painted with Powdrpaint

It is many times more effective, will wear many times longer, and is, therefore, many times cheaper than whitewash or kalsomine. Its use cannot be too strongly recommended to dairymen, whether they have but a few cows or a large and valuable herd.

White Powdrpaint is the whitest paint in the world and makes a hard, durable, enamel coating that does not require constant renewing. Dairymen who once give it a trial and see how it transforms a dingy stable or basement to snowy whiteness, will use nothing else for such purposes.

For Poultry Houses

Powdrpaint is ideal for outside and inside use on all such buildings. It solves the problem of death-dealing lice and other insects which ruin the health of poultry and destroy their laying capacity.



Where the walls, ceilings, partitions, roosts and nest boxes are painted with Powdrpaint it not only destroys all vermin but fills the cracks and crevices so completely that there is not so much as a pin-hole left for breeding.

People who keep but a few hens are just as much in need of Powdrpaint. And no better proof can be given as to its great practical worth than that hundreds of the largest poultry breeders in the country are using immense quantities of it.

Can Be Used in Spray Machines

Powdrpaint can be used in any suitable spraying machine if the paint is mixed a trifle thinner than for brush work. Strain through an ordinary meal sieve into a clean tub or bucket.

Fences Along Highways

Its cheapness, durability and ease of application makes Powdrpaint the ideal coating for fences of every description.

For Painting Houses

Powdrpaint was originally designed for painting farm barns, outbuildings, poultry houses, sheds, fences, etc., as well as for a great variety of inside uses, as explained in this booklet. However, it has been used on hundreds of houses with excellent results, as you will see by reading the large number of testimonials from satisfied customers. And in cases where a paint of this kind is adapted and the owner is not particular to have a glossy finish, Powdrpaint is the legitimate, practical, economical, durable and sanitary product.

But, personally, we do not recommend it for the better class of houses where a glossy finish is more desirable. In all such cases it is better to determine whether the effect is satisfactory by carefully testing the free sample. A large size sample, sufficient to cover 25 square feet, will be sent on receipt of 25 cents to cover postage and packing.



Over Old Oil Paint

Powdrpaint can be used over old oil paint that has been on long enough for the gloss to wear off, yet has not become soft and chalky or scaly from long exposure. The surface should be carefully gone over and all loose particles of old paint scraped and brushed off, the same as when repainting with oil paint. When given a solid foundation Powdrpaint will adhere firmly and give excellent results.

When old oil paint has become soft and chalky from long exposure, it is liable to split and cause peeling when a stronger material is applied over it. However, if it is given a good stiff brushing, a sample of Powdrpaint can then be carefully tested to determine whether this money-saving paint can be used to advantage.

When it is desired to use Powdrpaint over glossy oil paint on interior surfaces, first remove the gloss with sandpaper.

As a Priming Coat

As a priming coat on rough or weather-beaten lumber Powdrpaint makes a most substantial base for oil paint. It is an excellent filler, forming a hard, smooth surface, so that one coat of oil paint over one coat of Powdrpaint will make practically as good a job as three coats of oil paint alone.

On Brick, Stone or Cement.

Old brick walls or chimneys that have long since taken on the pallor of age can be made to look like new pressed brick with a coat of No. 42, Rich Red Powdrpaint. Where buff or Milwaukee color is desired, use color No. 41. If the mortar is out of the seams point with cement before using Powdrpaint. As a dressing on any brick, stone or cement work it will defy the storm for years.

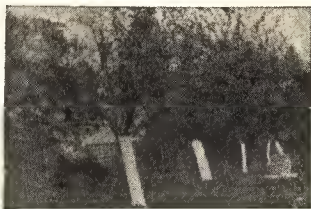
Stone walls that have become dingy can be greatly improved in looks by a coat of No. 45 Powdrpaint, penciled with white.

Cement Block Buildings

For cement blocks, concrete walls or stucco, outside or inside, Powdrpaint has proven its durability. It can be applied to a new wall and the lime in the cement will not bleach the colors. No. 45 (grey stone) for body with No. 40 (brownstone) for corner blocks, sills and window caps produces a beautiful effect.

In the Garden

Slick up the garden wall or fence, well curbing, bird house, grape arbor, summer house, etc., and keep things spick and span with an occasional coat of Powdrpaint. The cost is but a trifle, and if you have a supply of Powdrpaint on hand such jobs can be done at odd times.



Even the trunks of trees can be coated with Powdrpaint with good results as it is a bug killer par excellence. If you look about you you will find many more places where Powdrpaint can be used to great advantage and profit. Any handy man or woman can mix and apply it.

For Summer Cottages

For cottages or camp buildings at river, lake or ocean resorts Powderpaint is ideal for outside and especially for inside use. The subdued velvet finish is so beautiful and restful as to make it by all odds the best, to say nothing of the saving of 75 per cent. in cost. Besides, its verminproof, germproof and fireproof properties make its use almost a necessity where the building is to be left unoccupied a part of the year.

For Inside Use

The well-known verminproof, germproof and fireproof qualities of Powderpaint make it especially valuable for inside use. Applied to partitions, walls or ceilings, whether in the home, office, store or factory, it gives a subdued, velvet finish that is very pleasing. Its use cannot be too strongly recommended in all cases where a high-grade sanitary paint is required.

In the pantry and storerooms, where milk and other edibles are kept, one coat of Powderpaint assists greatly in getting rid of ants, flies, spiders and other insects and insures cleanliness and pure food.

In the clothes closets, halls, dark rooms and corners, up in the attic, in the woodshed outdoor closets, one coat of White Powderpaint makes the rooms lighter, cleaner and more sanitary, besides it takes away all musty odors and imparts an air of cleanliness unapproached by any other paint preparation.

On Wall Board and Plaster

On Beaver Board and other wall boards, It or sand finish plastered walls and ceilings the beautiful velvet finish of Powderpaint is so restful and pleasing as to make it preferable to glossy oil paint, to say nothing of the saving of 75 per cent. in cost. Besides it makes a permanent, hard finish which will not soften or deteriorate with age, like kalsomine, and can be repainted, papered or otherwise decorated years hence without the necessity of removing any old paint or even sizing the walls. Powderpaint is; therefore, better and, durability considered, is far cheaper than other wall coatings.

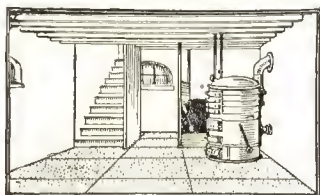
Over Wall Paper

Powdrpaint will give splendid results over wall paper if the paper is firm and solid. Loose spots should be firmly pasted down and allowed to dry before the Powdrpaint is applied.

Mix the paint as heavy as it will spread freely and a very satisfactory job can be done with one coat, in nearly every case. Any handy man can mix and apply it.

For Cellars or Basement

From the standpoint of health Powdrpaint is almost a necessity for cellars and basements. The walls, ceilings, bins, posts, partitions and shelves all sprinkled with abso-



Give the cellar walls and ceiling a coat of beautiful Snow White Powdrpaint and note the wonderful transformation.

lute cleanliness. All odors, mustiness, dust, cobwebs and all other enemies to food and health are swallowed up. The effect of licking up gases and dampness is ac-

complished; disease germs, microbes and bacteria are banished, and flies, spiders, bugs and other insects are deprived of their breeding haunts by this incomparable cleanser and self-appointed sanitary officer—Powdrpaint.

Besides, the antiseptic, germproof properties are tenfold greater. The basement is made much lighter and the general appearance is such as to make it an incentive to forever keep that cellar as fresh, as pure as clean as could be desired by the most al, thusiastic sanitary expert. And it costs, kept so at trifling cost.

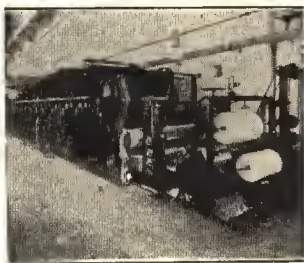
For Painting Floors.

There is nothing equal to a coat of Powdr paint for smoothing up a rough floor before laying carpets. It kills the carpet bugs and other insects, and fills up the cracks and crevices so completely there is no place left for breeding. It may also be used for a border around rugs, closet floors, etc. For kitchen and porch floors oil paint should be used.

In Factory and Workshop

Factory owners all recognize the value of cleanliness and light. But only those who have observed the wonderful transformation produced fully realize what can be accomplished with White Powdrpaint; much whiter than the whitest oil paint you ever saw. And at only one-fourth the cost.

Walls and ceilings are so brightened that the lighting cost is cut down, while the length of time employes can work by natural light is lengthened. It saves its cost many times over from this one source alone. Besides, it saves in eyesight, in better output, and for sanitary reasons is necessary where many people are employed.



Atmospheric gases and acid fumes around paper and pulp mills have no effect on

For paper mills, machine shops and factories White Powdrpaint greatly increases the light and saves enormously in cost of artificial light.

Powdrpaint; yet lead and oil paints cannot be used under such conditions.

It is many times better than whitewash or kalsomine and far cheaper, durability considered. In many places it is superior to lead and oil paint for inside use, and on many surfaces more practical for outside, yet it is 75 per cent. cheaper, and factory owners all over the country are showing substantial appreciation of its remarkable merits by using many tons of it every year.

A Thousand Uses

It should be borne in mind that Powdrpaint is available for many purposes not mentioned above. We sell to hundreds of undertakers, who paint their outside boxes with it; to numerous office buildings and apartment houses for use on walls and ceilings, and to lighten up light shafts and areas.

Immense quantities of Powdrpaint are used for fair buildings, power houses, garages, mining and smelting works, aluminum plants, military posts, hospitals, asylums, etc.

In fact, there is hardly a person owning a farm, a city residence, a livery stable, store, factory, warehouse, or piece of property of any kind but will find in Powdrpaint a material so thoroughly satisfactory for so many painting purposes, so completely expedient and so conducive to good health, sanitation and preservation of property as to bring on a veritable new era, a regular cleaning-up crusade—and all at a cost so small, so trifling and so welcome as to carry out in letter and spirit the principle and theory so much talked about under the name of Civic Pride.

Where Powdrpaint Should Not Be Used

Powdrpaint cannot be used successfully on tarred paper, felt roofing, or over any surface containing grease or non-drying oils, as the grease repels the adhesive properties of the paint. Neither should it be used on iron, tin or other metals out of doors.

It is not recommended for roofs, as a special roof paint would probably give better results, although Powdrpaint will give splendid service on the sides of buildings where shingles are used. But as a means of fire protection many property owners paint their shingle roofed buildings standing near a railroad track with Powdrpaint.

For Roof Painting,

Use Doublwear Black Elastic Roof Paint.

There is a constantly growing demand for a good black roof paint. The paint that wears the longest is the one that will bring your continued orders.

Doublwear Black Elastic Paint is especially adapted for use on new or old metal, shingle, gravel, felt, canvas or paper roofs, on any kind of building, in any kind of weather.

If you have roofs that need painting, send for a circular and price list of this durable and economical paint.

Asbestos Roof Cement

This is the ideal article for stopping large holes in metal, felt, paper and shingle roofs, gutters or around chimneys. Dries tough and elastic. Lasts for years. Send for price list.

How Much Powdrpaint to Order

It is a very simple matter to figure out how much Powdrpaint is required for any job.

Measure the entire distance around the building and multiply by the average height. Allow enough extra for projection of cornice. This will give you the number of square feet surface to be covered.

As one pound of Powdrpaint covers 60 square feet of smooth lumber, or 50 square feet of rough surfaces you divide the number of square feet in your building by 50 or 60, according to the condition of surface to be covered, which gives you the number of pounds required. Remember, in making up your order, that Powdrpaint, if kept in the dry state, and stored in a dry place, will keep any reasonable length of time, and it has so many practical uses where it is even better than oil paint that you can always make good use of any amount left over.

For Trimming

Ordinarily, for house painting, one-fourth should be trimming color. If 100 lbs. are required, 75 lbs. should be for body and 25 lbs. for trimming. For barns usually one-fifth should be trimming color.

For Gables

Where there are several windows the space they occupy will make up for gables. On barns and other buildings having few windows the gables should be figured in. To get the number of square feet on each gable multiply one-half the width at eaves by the height of gable, in center and add this amount to body measurements.

Branch Warehouses

We nearly always have Powdrpaint in 25-lb. boxes, 50 and 100-lb. kegs and 400-lb. barrels in warehouses in New York City and Chicago. When paint is ordered in above sizes we ship from nearest point if possible to do so.

All orders calling for 5-lb. packages will be shipped from factory at Adams, N. Y. Send all orders direct to the home office, Adams, N. Y.

AMOUNT REQUIRED For Buildings of Various Sizes

The following table gives the number of pounds of Powderpaint required for buildings of many different sizes outside, as well as for the four walls of a room inside and for ceilings.

Size in feet		For Building Outside or Four Walls Inside Height in Feet				For Ceil- ing
		9	12	16	20	
		Lbs.	Lbs.	Lbs.	Lbs.	Lbs.
4x 4		4	5			½
8x 8		7	10			2
8x 12		9	12			3
10x 15		10	15			4
10x 50		30	35			15
12x 12		10	15			4
12x 15		12	16			5
12x 18		15	20			5
12x 50		30	40			15
15x 15		14	18			5
15x 20		15	20	25		8
20x 20		20	25	30	40	10
20x 30		25	30	40	50	15
24x 36		28	35	45	60	20
30x 40		30	40	55	65	30
30x 50		35	50	65	75	35
40x 50		40	55	70	85	45
40x 60		45	55	75	90	55
40x100		60	80	100	130	90
50x 60		50	65	80	100	70
50x 70		55	70	90	115	80
50x100		65	85	115	140	115

In making the above estimates we have figured enough to cover somewhat rough surfaces and have added a little for good measure for the reason that when a building is measured there are always some angles and corners that are not included, such as under edges of clapboards, edges of window casings, etc. While we do not guarantee that the above amounts will cover in all cases, the quantities have been carefully computed and will be found approximately correct.

You will probably find one measurement above that will correspond or very nearly correspond to any building you may wish to paint, so that the amount required can be very easily estimated.

OUR TERMS

Our terms are cash with order. Our prices are too low to permit our doing business except on a cash basis. If we sold on credit we could not save you 75% of your paint money because a large bookkeeping force would be necessary to keep accounts and a large amount of money would have to be charged off because of bad debts.

You certainly don't want to help pay for some other man's paint. That is just what you do when you buy of anyone who sells on credit.

C. O. D. Shipments

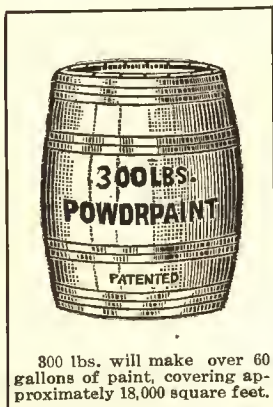
We shall be pleased to ship orders for 100 lbs. or more C. O. D. if one-third of the amount is sent with order as a guarantee of acceptance, you to pay the balance when shipment reaches you.

How to Send Your Order

Follow instructions for finding out how much Powdrpaint is required and state plainly in your order the number of pounds of Powdrpaint, giving number of color wanted, as, for example:

75 lbs. Powdrpaint, Color No.....

25 lbs. Powdrpaint, Color No.....



300 lbs. will make over 60 gallons of paint, covering approximately 18,000 square feet.

Give name of railroad as well as the name of your railroad station and post-office.

Remit money in any way that is most convenient. Post-office or Express Money Order, Bank Draft or Registered Letter are the safest. Remember we guarantee safe delivery.

All orders are filled promptly, yet to avoid possible railroad delays you should order as far in advance of your needs as possible.

You will find Powdrpaint is so easy to mix and apply and the directions are so complete and plain that you can not fail to get satisfactory results. Besides, Powdrpaint will save you such a large amount in cost that we surely hope you will not be induced to use any other kind of paint until you have thoroughly and properly tested Powdrpaint.

A. L. RICE, Inc.

Paintmakers,

Adams, N. Y.

DIRECTIONS FOR MIXING POWDRPAINT

Place the Powder in a Clean Pail or Bucket; add only enough water at first to make the paint into a thick paste. **THIS IS IMPORTANT.** Add a little water and stir until it is all taken up by the powder; repeat this operation until a thick paste is formed; stir briskly until all lumps are worked out and the paint appears smooth, then thin to the consistency of cream, being careful not to mix too thin, and let it stand about twenty minutes, stirring occasionally to thoroughly dissolve and combine the ingredients, and it is ready for use.

In case too much water is added at first and the paint appears foamy, add more of the powder to bring the mixture to a thick paste, then work out smooth and thin as above.

DO NOT MIX TOO THIN. It spreads very freely when quite heavy and it covers better. However, it should not be so heavy as to work sticky. When just right it will spread smooth and oily, yet have body enough to cover perfectly one coat.

Complete directions for the use of Powdrpaint outside and inside, how to apply with spray pump, etc., are furnished with every sample and to every one who places an order

REFERENCES

Realizing that many who are unacquainted with us desire some evidence of our responsibility, we take pleasure in printing the following letter from our leading bank.

THE FARMERS NATIONAL BANK
Adams, N. Y.

December 28, 1922.

A. L. Rice, Inc.
Attention of W. K. Rice, Mgr.
Dear Mr. Rice:

I take pleasure in expressing to those whom it may concern, my entire confidence in you and the fair dealing policy of your company.

I have watched your business grow for nearly twenty years and I have always found that either the verbal word, or written promise of A. L. Rice, Inc. may be fully relied upon.

There is no doubt in my mind that any business conducted with the integrity, thoughtfulness, and respect for its customers, that has continually been shown by you, will merit and enjoy the confidence and good will of many patrons.

Wishing you a prosperous and pleasant New Year, I am,

Yours very truly,
H. W. HANNAHS, Cashier,
Farmers National Bank.

Other References: Dun or Bradstreet.



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